

Industry : Textiles

Price Target : Rs 554

Analyst:

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			С	urrent
Recommendation	n			Buy
CMP (INR)				359
Target Price (IN	IR)			554
Key Data				
Bloomberg cod	e		BR	FL@IN
Reuters code				FL.BO
BSE code			5	32678
NSE code				BRFL
Face Value (INF		、 、		10.00
Market Cap. (IN			22	,585.5
Market Cap. (U		1.)		573.1 368.0
52 Week High (52 Week low (I				368.0
Average Volum		athly)		54,033
Equity (Rs mn)		iiiiiy)	00	691.0
Shareholding Pa	attern			(%)
Promoters				43.4
Non promoter	corpor	ate Ho	olding	8.8
FII	1		0	28.1
Institutions				12.5
Public & other				7.2
Total				100.0
Returns (%)	114	23.4	(M	1\/.
Absolute	1M 12.2	3M 49.8	6M	1Yr 47.9
Rel to Sensex	4.5	29.2	2.1	-3.3
Ker to Sensex	4.5	29.2	2.1	-3.5

Bombay Rayon Fashions Ltd. A Complete Apparel Company...

Buy

Bombay Rayon Fashions Ltd. (BRFL), the largest manufacturer of designer shirts has emerged as one of the fastest growing companies in India. The net sales and profits of the company have grown at a CAGR of 117% and 174% respectively over the last 2 years. We expect the addition of new capacities and change in product mix to ensure continuation of its robust growth. We have projected the sales and profits to grow at a CAGR of 71% and 80% respectively over FY07-10. At the current price of Rs 359, it trades at a P/E of 28.1x, 13.9x and 7.8x its FY08(E), FY09(E) and FY10(E) EPS respectively. Our DCF valuation of the company gives us a price target of Rs 601. However, taking a conservative approach we have valued the company giving P/Ex of 12 to FY10 EPS of Rs 46.14. We recommend "**BUY**" on the stock with a one-year price target of Rs 554, an appreciation of 54% from the current level.

Investment Rationale

Changing Product Mix to Boost Margins

Its EBIDTA margins have improved from 11% in FY05 to 19% in FY07 with the help of increased share of garments to its total revenue, which grew from 3% to 40%. Going ahead, we estimate the share of garments to be scaled up to 55% by FY10, this will translate into further growth in EBIDTA margins, which is estimated at 23% by FY10.

✓ Fast Track Delivery Helps to Earn Premium Pricing

Integrated business model enables BRFL to deliver garments on fast track i.e. within 30 days of order compared with industry average of 90 days. The company also enjoys extra premium for such service.

Mega Expansion in Maharashtra

With the help from Maharashtra government the company is setting up new facility which will enhance the fabric manufacturing capacity by 4.3 times to 235 mn mtr p.a. and garment manufacturing will double to 2 lac pcs per day. The company will enjoy interest subsidy of 4% in addition to TUF on the Rs 7bn loan for this facility.

Key Financials (Rs mn)

Year End - March	Net Sales	Growth (%)	EBIDTA (%)	РАТ	Growth (%)	EPS (Rs)	ROCE (%)	P/E
FY07 (A)	4893.8	145.9	18.8	544.1	199.3	7.9	9.8	20.3
FY08 (E)	9300.0	90.0	19.9	883.3	62.3	12.8	11.4	28.1
FY09 (E)	15905.0	71.0	22.2	1780.5	101.6	25.8	14.4	13.9
FY10 (E)	24609.7	54.7	22.8	3188.2	79.1	46.1	21.6	7.8

Initiating Coverage



Company Background Bombay Rayon Fashions Ltd (BRFL) is the largest manufacturer of designer shirts and fashion fabrics in India. The company, promoted by Mr. Janardan Agarwal, has grown from a low margin business of producing fabric to a high margin business of designer garments. Currently it exports 100% of its garments to Europe and U.S. and supplies fabric in domestic market. It manufactures men's and boy's shirts, blouses for women and has recently entered in bottom wear through acquisitions. The product development, design studio and sampling infrastructure with CAD/CAM systems develop 4 to 5 new designs every day. It has 13 production facilities located at and around Navi Mumbai, Silvassa, Sonale and Bangalore. Integrated Business Model BRFL is a completely integrated manufacturer of high value added designer garments. The key competency of the company lies in its unique designed fabric which is used in manufacturing of garments, unlike its peers who outsource the fabric for garments. The promoters has more

> BRFL has large manufacturing facilities which include yarn dyeing, designing, weaving, processing and garmenting.

than 2 decades of experience in manufacturing of designed fabric.

After the commencement of its integrated facility at Bangalore, the company has started delivering garments in just 30 days compared to the industry average of 90 days. This entitles BRFL to earn one dollar extra per piece of garment for fastest delivery as garment manufacturing is highly fashion oriented and fashion is time bound.



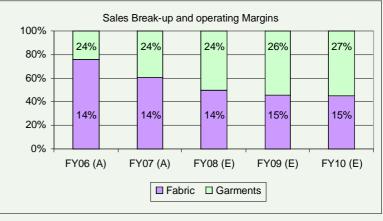
Production Flow Chart

Source : Company / NSBL Research





Marquee Clientele The company distributes fabrics across the length & breadth of India through the network of wholesalers, distributors and retailers under the brand name 'Bombay Rayon'. Besides the company also sells fabric to small garment manufacturers. At present BRFL has a strong presence in designer garment segment and is catering to various international brands in Europe and U.S.A. Its clientele base includes Indetext Group which includes brands like Zara, Polkar Warrior, Massimo Dutti. It also serves to other international brands such as Metland in U.K., Charles Voegle in Switzerland, Turkish company Collins and many other like Tom, Tailor, DKNY, Liz Claiborne, Wrangler, Everline etc. The company is also negotiating with premium lebels in international markets. Moving Towards Higher Value BRFL enjoys operating margin of 14% in the fabric segment and around Added Products 24% in garments. The company is geared to achieve a higher margin by increasing the share of garments to its sales mix. From the current 60:40 mix of fabric and garments, the ratio would improve to 45:55 by FY10.



Estimated shift in product mix

Source : NSBL Research

BRFL will benefit from producing organic cotton garments as it is the only company in India which is end to end certified for manufacturing organic cotton garments. In today's era of global warming environment, temperature is a key issue and the demand for such products is increasing. Organic cotton garments have 10-15% higher operating margins compared to other garments. Moving towards such products helps the company to improve its margins further.





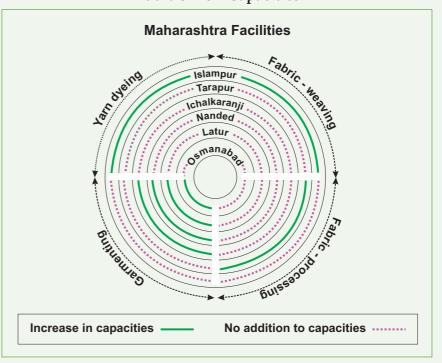
Aggressive Expansion Plan Foreseeing the growth in future the company is expanding its capacity by multifold across segments. Fabric manufacturing capacity will be raised by 180 mn mtr p.a. and garments by 30 mn pcs p.a. For this the company has signed a MOU with Maharashtra Government under which it will enjoy various fiscal incentives and will be one of the world's lowest cost producer of fabrics and garments. Under the MOU signed with Maharashtra government the company enjoys following fiscal benefits. Interest subsidy of 4% for term loans over and above the 5% interest 7 subsidy under TUF, Reimbursement of employer's contribution to employees benefits, Exemption from stamp duty, electricity duty & VAT, л Single window clearances and 7

- Support for infrastructural facilities

These facilities will be set up at Tarapur, Islampur, Ichalkaranji and other lesser developed areas of Maharashtra like Latur, Nanded & Osmanabad, and are expected to be operational from Q3FY09. The company will also set up 40 MW power unit.

The total cost of the project is Rs 11,000mn that will be funded by:

- Equity and internal accruals Rs. 4000mn, and ,
- Term loan under TUFS Rs. 7000mn



Addition of Capacities

Source : Company / NSBL Research

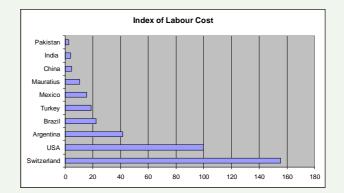




	Capacity on stand	alone basis	
	Activities	Present *	Post Expansion
	Yarn Dyeing	1.4 mn kgs. p.a.	11.9 mn kgs. p.a.
	Fabric	55 mn mtrs p.a.	235 mn mtrs p.a.
	Garments	19.2 mn pcs p.a.	60 mn pcs p.a.
	* as on 30 th Sep. 200	8. Source:	Company / NSBL Research
Strategic Acquisitions		tegic importance and the d 3 business units in the pa	
	2.90 mn. This w European regio	FL acquired UK based DPJ vill help BRFL to expand i on for its designer garm outsourcing and distributir	ts customer base in the lents and also get an
	part of the Leela pcs p.a., LSL h manufacturing customer base o	e company acquired Leela a Group for Rs 1,550 mn. W as more than 30 years of and exports. This acquis f BRFL with big clients like na Republic, Ann Taylor,	Vith a capacity of 15 mn experience in garment ition will enhance the e Wal – Mart Store Inc.,
		acquired LNJ Apparel, a u Rs 255 mn through 100% o	
Ahead of Competition by Leaps and Bounds	India but globally Tu	hip in design garments with rky is close competitor. How ndia is higher by 5x times.	wever the labour cost in

Labour Costs Comparision

is more labour intensive & less capital intensive. Labour cost accounts

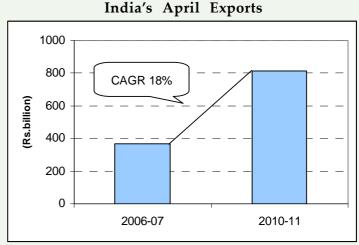


Source: NSBL Research / Industry Reports

for 17-18% of total cost of production.



Industry Outlook – Exports of Ready Made Garments Global textile market stands at around \$500bn. The abolition of quotas has opened up a huge window of opportunity for India, and it would be the key growth driver for apparel exports from the country in the coming years. According to industry reports garment export from India is expected to cross Rs 800bn by 2010-11 from Rs 365bn in 2006-07. Outsourcing will be a key demand driver in the export market.



Source : NSBL Research / Industry Reports

India has managed to garner a considerable market share, mainly in the niche designer-wear and short-run fashion segments. The garments designed by Indian designers have a worldwide appeal and have created a unique brand which has lead to the creation of export opportunities.

In the major export markets - U.S. and EU, India has a higher market share in apparels such as women's woven shirts/blouses, skirts and dress.

India's Market Share in US Market

Category	Market Share
Women's/Girl's cotton woven shirts/blouses	27.8%
Cotton skirts	21.9%
Cotton dresses	15.0%
Men's/boy's cotton woven shirts	11.3%
Women's/Girls' woven MMF shirts/blouses	10.2%
MMF skirts	10.0%
MMF dresses	7.1%

Source : NSBL Research / Industry Reports



Category	Market Share
Womes's/Girl's woven dresses	16.2%
Womes's/Girl's woven shirts/blouses	15.9%
Woven skirts	13.9%

India's Market Share in EU Market

Source : NSBL Research / Industry Reports

Outlook on Garment Export to U.S.

In 2006, India enjoyed a 3.7% market share in US apparel imports in volume terms. It improved to 3.9% in 2007 (January – October). The market share has shown an improvement post the abolition of quotas. Indian garment exporters' realization at \$3.8 per square meter was higher than the world average of \$3.2 per square meter in 2006. Thus, India's market share in volume terms was higher at 4.4% in 2006.

In 2006, apparel exports to the US amounted to \$3.19bn. According to industry reports it is expected to grow at a CAGR of 17.4% to \$7bn by 2011.

India's Apparel Exports to U.S.

Category	2006	2011 (E)	CAGR
Men's and boy's cotton woven shirts	11.6	18.5	9.8%
Women's/Girl's cotton woven shirts/blouses	16.7	23.6	7.2%
Cotton shirts	14.5	27.5	13.6%

Source : NSBL Research / Industry Reports

Outlook on garment export to the EU

India enjoyed a 5.3% market share in EU apparel imports in terms of volume in 2005. It improved to 5.9% during January –August 2006. On account of better realizations, India's market share in value terms was higher at 6.2% in 2005 and 7.2% during January –August 2006.

Apparel exports to the EU amounted to Euro 3.3 bn in 2006. According to industry reports it is expected to grow at CAGR of 21.2% to Euro 8.7 bn by 2011.

India's Apparel Exports to EU

Category	2006	2011 (E)	CAGR
Men's and boy's woven Apparels	22.3	33.2	8.3%
Womes's/Girl's woven Apparels	62.4	183.7	24.1%

Source : NSBL Research / Industry Reports





Highest EBIDTA Margin in the Industry

The company has a unique business model giving much higher margin retentions on an overall basis rather than the cost plus model followed by other garment manufacturers. It enjoys highest EBIDTA margin in the industry of 21% which improved from 11% in FY05 helped by addition of higher margin designer garments into its basket. The margins will improve further to 24% by FY10 taking the benefits from economies of scale, integration of processes and adding up of higher margins products.

Peer Comparision

			H1FY08					FY07		
Company	Sales	EBIDTA	EBIDTA Margin	PAT	PAT Margin	Sales	EBIDTA	EBIDTA Margin	PAT	PAT Margin
BRFL	4259	888	21%	527	12%	4894	920	19%	544	11%
Indus fila	2031	377	19%	198	10%	2689	506	19%	261	10%
Mudra Lifestyle	1227	212	17%	151	12%	1632	253	16%	175	11%
Zodiac Cloth.co	1330	135	10%	150	11%	2592	296	11%	237	9%
Gokaldas Exports	5118	434	8 %	218	4 %	10051	898	9%	705	7 %
House of pearl	5372	373	7 %	294	5 %	9156	684	7 %	478	5 %

Source : NSBL Research / Industry Reports

Strong Financial Track Record

The company's financials have shown marvelous performance in the past. Its revenue has grown at a CAGR of 117% from FY05 to FY07 and PAT has jumped at a CAGR of 174% during the same period. Aggressive management stance to increase its fabric manufacturing capacity by 7 times to 50 mn meters p.a. and raise garment manufacturing capacity from 1.1 mn pcs p.a. to 19.2 mn pcs p.a. to help fuel the robust growth of the company.

Key Financial Extract

	FY05 (A)	FY06 (A)	FY07 (A)	Q1FY08	Q2FY08
Net Sales	1038.77	1989.80	4893.82	2012.50	2246.10
% Chg YoY	105	92	146	148	118
% Chg QoQ				16	12
EBIDTA	116.29	336.48	919.99	395.70	492.37
EBIDTA Margin	11	17	19	20	22
% Chg YoY	146	189	173	158	147
% Chg QoQ				35	24
РАТ	72.63	181.80	544.14	220.50	306.78
% of Net Sales	7	9	11	11	14
% Chg YoY	326	150	199	175	177
% Chg QoQ				2	39

Source : NSBL Research / Industry Reports

(Rs.mn)

(Rs.mn)



Equity Dilution	After the IPO in November 2005, BRFL diluted its equity twice. In FY07 it raised Rs 2,944.3mn by QIP, allotting 14.02 shares priced of Rs 210 and allotting 6.1 mn convertible warrants at Rs 207 to promoter group.
Future Plan	BRFL is also planning to enter into the highest end of the value chain which is the domestic retail market, through recently incorporated 100% subsidiary 'Bombay Rayon Retail Ltd.'
<u>Concerns</u>	
Currency Risk	Rupee has appreciated by around 9% in the current financial year. Any future appreciation may impact the company's financial. To mitigate this risk BRFL is changing its geographic mix of its exports. Its exports to U.S. have come down from 50% to 30% in last quarter. However we have considered 5% currency appreciation for our projections of FY09 and FY10 and accordingly lowered the average net realisations.
Project Execution Risk	Major growth for BRFL will come from its Maharashtra facility. This facility is expected to be operational from Q3FY09. Any delay in this setting up of facility may call for an earnings revision.





Valuation

At the current market price of Rs 359, the stock is trading at a P/E of 28.1x, 13.9x and 7.8x its FY08(E), FY09(E) and FY10(E) EPS respectively.

The proposed ramped up capacity will be operational by FY09. Post expansion the financials will shape up much better in terms of higher margins and robust growth. We have estimated CAGR of 71% in net sales during FY07-10 and 80% CAGR in PAT. Operating margin will improve from 19% in FY07 to 23% in FY10.

Looking at the future growth and strong fundamentals, we have derived the price target of Rs 554, by assigning 12 P/E multiple to its FY10 EPS of Rs 46.14. We initiate coverage on BRFL with 'BUY' rating.

Using Discounted Cash Flow method we arrived at the price target of Rs 601.

Firm Value	53,070.2
Debt	11,511.2
Equity Value	41,559.0
No of Shares	69.1
Value per Share	601
Rf (%)	8.0
Rm (%)	15.0
	15.0 1.8
Rm (%)	
Rm (%) Beta	1.8

DCF Working

	FY09E	FY10E	FY11E	FY12E	FY13E
Revenue	15905	24610	29884	32955	33463
EBIDTA	3528	5601	7172	7909	8031
Depreciation	369	707	785	785	785
OPBT	3158	4894	6387	7124	7246
Tax	1074	1664	2171	2421	2463
OCFAT	2454	3938	5001	5488	5568
Capex	4660	500	500	500	500
Chng in WC	2648	3775	2798	1382	228
FCFF	-4853	-337	1703	3606	4840

		Terminal Growth Rate				
		1%	2%	3%	4%	5%
WACC	9%	655	748	872	1045	1305
	10%	558	628	717	837	1004
	11%	481	534	601	688	803
	12%	417	460	511	576	659
	13%	364	399	439	489	552



Bombay Rayon Fashions Ltd.

Profit & Loss YE-March (Rs. mn) FY06A FY07A FY008E FY09E Income Statement FY10E 1517.1 2942.1 4620.0 7260.0 Fabric Sales 11000.0 479.9 1954.4 4680.0 8645.0 13609.7 Garments Sales 1989.8 4893.8 9300.0 15905.0 24609.7 Net Sales Cost of Materials 1122.9 3009.0 5766.0 9622.5 14642.8 101.8 326.9 546.0 800.0 1190.0 Staff Cost 428.6 638.0 1141.5 1955.0 3176.1 Other Expenses Operating Expenses 1653.3 3973.8 7453.5 12377.6 19008.9 <u>336.5</u> <u>920.0</u> <u>1846.5</u> <u>3527.5</u> <u>5600.8</u> Operating Profit Operating Margin (%) 16.9 18.8 19.9 22.2 22.8 Depreciation 29.5 104.5 300.9 706.7 785.3 Interest 64.5 130.2 339.3 351.4 341.2 13.7 71.0 139.5 238.6 369.1 Other Income 254.6 756.0 1345.8 2707.9 4843.5 PBT 72.8 211.9 462.4 927.4 1655.29 Provision For Tax % of PBT 28.6 28.0 34.4 34.2 34.2 1.4 0.6 0.0 0.0 0.0 Previous Year Adjustments PAT 181.8 544.1 883.3 1780.5 3188.16 9.1 11.1 9.5 11.2 13.0 PAT Margin (%)

YE-March					(Rs. mn)
	FY06A	FY07A	FY008E	FY09E	FY10E
Shareholders Fund	1533.7	4830.1	5602.9	8504.5	11,531.0
Share Capital	489.8	630.0	630.0	691.0	691.0
Reserve and Surplus	1043.9	4200.1	4972.9	7813.5	10820.2
Warrants Money	0.0	126.3	126.3	0.0	0.0
Loan Funds	949.9	3334.5	7859.7	11104.3	10,722.6
DTL	14.9	134.1	490.6	1177.9	1751.9
TOTAL	2498.4	8425.0	14079.4	20786.7	24,005.6
Gross Block	783.9	3256.4	6678.1	12780.1	14200.2
(-) Depreciation	96.9	196.9	497.8	1204.6	1989.8
Net Block	687.0	3059.5	6180.3	11575.6	12210.3
Capital WIP	515.2	480.6	2862.0	1420.0	0.0
Fixed Assets	1202.2	3540.1	9042.3	12995.6	12210.3
Investments	100.1	1357.7	736.4	736.4	736.4
Inventories	833.5	1751.1	3100.0	4678.7	7177.8
Sundry Debtors	346.2	1020.0	1550.0	2650.8	4101.6
Cash & Bank Balance	117.1	772.6	73.4	180.0	156.1
Loans & Advances	288.2	734.7	930.0	1749.6	2953.2
Current Assets	1585.0	4278.6	5653.4	9259.1	14,388.7
Current Liabilities	302.9	650.8	1242.3	2062.9	3168.2
Provisions	86.0	100.5	110.6	141.5	161.7
Net WC	1196.1	3527.3	4300.6	7054.7	11,058.8
Total	2498.4	8425.0	14079.4	20786.7	24,005.6

Cash Flow Statement

Ratios

Balance Sheet

					(Rs. mn)
	FY06A	FY07A	FY008E	FY09E	FY10E
PBT	254.6	756.0	1345.8	2707.9	4843.5
Operating Profit Before WC Changes	341.9	951.1	1846.5	3527.5	5600.8
Change In Working Capital	(698.6)	(1678.7)	(1482.7)	(2678.4)	(4048.3)
Direct Tax Paid	(67.5)	(115.2)	(106.0)	(240.0)	(1081.3)
Net Cash From Operating Activities	(423.7)	(842.7)	249.5	609.0	481.4
Purchase/ sale of Fixed Assets	(939.0)	(2444.9)	(5803.2)	(4660.0)	0.0
Purchase/sale of investment	(939.0)	(1257.4)	(3603.2)	(4000.0)	(400.0)
Interest & Dividend Received	(90.3)	(1237.4)	139.5	238.6	369.1
Advance Share Application Money to Wholly Owned Subsidiary	(3.0)	(10.7)	0.0	0.0	0.0
, ,	(1020.0)	(2/72.2)	(E042.4)	(4401 4)	(2(0.15)
Net Cash Used in Investing Activities	(1030.0)	(3673.2)	(5042.4)	(4421.4)	(369.15)
Proceeds of Borrowings	677.3	2384.7	4525.1	3244.6	(381.64)
Share Premium	951.9	2844.4	0.0	1201.7	0.0
Share Capital	0.0	0.0	0.0	61.0	0.0
Proceeds From Warrants	0.0	126.3	0.0	(126.3)	0.0
Dividend Paid	0.0	(49.0)	(78.8)	(94.5)	(120.9)
Dividend Distribution Tax	0.0	(6.9)	(13.4)	(16.1)	(20.6)
Interest Cost	(64.5)	(130.2)	(339.3)	(351.4)	(341.2)
Net Cash From Financing Activities	1564.7	5169.4	4093.7	3919.0	(864.4)
Net Changes in Cash	111.0	653.4	(699.2)	106.6	(24.0)
Opening Cash Balance	8.7	117.1	772.6	73.4	180.0
Closing Cash Balance	119.7	772.6	73.4	180.0	156.1
		.72.0	70.1	.00.0	100.1

	FY06A	FY07A	FY008E	FY09E	FY10E
Growth					
Net Sales (%)	91.6	145.9	90.0	71.0	54.7
EBITDA (%)	189.3	173.4	100.7	91.0	58.8
Adjusted Net Profit (%)	150.3	199.3	62.3	101.6	79.1
EPS (%)	68.5	112.2	62.3	101.6	79.1
CEPS (%)	73.7	144.1	100.7	106.0	43.2
Valuation					
EPS (Rs.)	3.7	7.9	12.8	25.8	46.1
CEPS (Rs.)	4.6	11.1	22.3	45.9	65.8
BVPS (Rs)	31.3	69.9	81.1	123.1	166.9
PER (x)	35.3	20.3	28.1	13.9	7.8
PEG (x)	0.5	0.2	0.5	0.1	0.1
P/CEPS (x)	28.8	14.4	16.1	7.8	5.5
P/BV (x)	4.2	2.3	4.4	2.9	2.2
EV/EBITDA (x)	21.6	13.7	16.5	10.1	6.3
EV/Net Sales (x)	3.6	2.6	3.3	2.2	1.4
Profitability					
ROCE (%)	12.4	9.8	11.4	14.4	21.6
ROE (%)	11.9	11.3	15.8	20.9	27.6
EBIDTA Margin (%)	16.9	18.8	19.9	22.2	22.8
Net Profit Margin (%)	9.1	11.1	9.5	11.2	13.0
Tax incidence - Tax/PBT (%)	28.6	28.0	34.4	34.2	34.2
Turnover					
Avg. Collection Period (Days)	63	76	61	61	61
Avg. Payment Period (Days)	95	72	79	78	79
Net Fixed Assets (x)	2.9	1.6	1.5	1.4	2.0
Total Assets (x)	0.8	0.6	0.7	0.8	1.0
Other Financial Ratios					
Interest Coverage (x)	4.8	6.3	4.6	8.0	14.1
Debt to Equity Ratio (x)	0.6	0.7	1.4	1.3	0.9



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